

## ORDER



**Orders**  
**Order / Rev:** 48254  
**Alt Order #:** 08843278  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 1548  
**Flight Dates:** 10/02/12 - 10/15/12  
**Original Date / Rev:** 08/09/12 / 08/09/12  
**Order Type:** CIA - O

## KTVX-TV

**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue, Suite 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** House Majority PAC  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	48	\$56,030.00	\$47,625.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$56,030.00	\$47,625.50	0.00
<b>Totals</b>	<b>48</b>	<b>\$56,030.00</b>	<b>\$47,625.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTVX-TV	21%	\$56,030.00
Market	100%	\$266,809.52

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	29%	\$77,374.76
KSTU	26%	\$69,370.48
KUCW	2%	\$5,336.19
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	19%	\$50,693.81
UNKWN	3%	\$8,004.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/02/12	10/12/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM - TWTF--	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--				1	\$300.00		0.00			
Week:		10/08/12	10/14/12	- TWTF--				1	\$300.00		0.00			
E 2	KTVX	10/02/12	10/12/12		CM	9:00 AM-10:00 AM- TWTF--	:30	3	\$200.00	P-1	0.00	NM	6	\$1,200.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 9a-10a M-F 9a-10a THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 - TWTF-- 3 \$200.00 0.00 Week: 10/08/12 10/14/12 - TWTF-- 3 \$200.00 0.00														
E 3	KTVX	10/07/12	10/14/12	This Week This Week	CM	10:00 AM-11:00 AM-----S (10:00 AM-11:00 AM)	:30	2	\$250.00	P-1	0.00	NM	4	\$1,000.00
THIS WEEK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 2 \$250.00 0.00 Week: 10/08/12 10/14/12 -----S 2 \$250.00 0.00														
E 4	KTVX	10/02/12	10/12/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM-1111--	:30	4	\$300.00	P-1	0.00	NM	8	\$2,400.00
THE VIEW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -1111-- 4 \$300.00 0.00 Week: 10/08/12 10/14/12 -1111-- 4 \$300.00 0.00														
E 5	KTVX	10/02/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM-TWTF--	:30	3	\$400.00	P-1	0.00	NM	6	\$2,400.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 3 \$400.00 0.00 Week: 10/08/12 10/14/12 -TWTF-- 3 \$400.00 0.00														
E 6	KTVX	10/07/12	10/14/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5:00 PM-5:30 PM-----S	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
ABC4 NEWS-5P SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 2 \$400.00 0.00 Week: 10/08/12 10/14/12 -----S 2 \$400.00 0.00														
E 7	KTVX	10/08/12	10/15/12	Mon Spec Dancing w/Stars	CM	7:00 PM-9:00 PM-M----- (7:00 PM-9:00 PM)	:30	1	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
DANCING WITH THE STARS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 M----- 1 \$7,000.00 0.00 Week: 10/15/12 10/21/12 M----- 1 \$7,000.00 0.00														
E 8	KTVX	10/02/12	10/09/12	Tue Reg 2 Happy Endings/Apt.23	CM	8:00 PM-9:00 PM-T-----	:30	1	\$5,000.00	P-1	0.00	NM	2	\$10,000.00
HAPPY ENDINGS/APT. 23 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$5,000.00 0.00 Week: 10/08/12 10/14/12 -T----- 1 \$5,000.00 0.00														
E 9	KTVX	10/08/12	10/15/12	Mon Reg 3 Castle 9-10p	CM	9:00 PM-10:00 PM-M-----	:30	1	\$9,000.00	P-1	0.00	NM	2	\$18,000.00
CASTLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 M----- 1 \$9,000.00 0.00 Week: 10/15/12 10/21/12 M----- 1 \$9,000.00 0.00														
E 10	KTVX	10/02/12	10/12/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10:00 PM-10:35 PM-TWTF--	:30	1	\$900.00	P-1	0.00	NM	2	\$1,800.00
ABC 4 NEWS AT 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 1 \$900.00 0.00 Week: 10/08/12 10/14/12 -TWTF-- 1 \$900.00 0.00														
E 11	KTVX	10/02/12	10/12/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM-TWTF--	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
NIGHTLINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -TWTF-- 2 \$400.00 0.00 Week: 10/08/12 10/14/12 -TWTF-- 2 \$400.00 0.00														
E 12	KTVX	10/02/12	10/12/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM-TWTF--	:30	1	\$215.00	P-1	0.00	NM	2	\$430.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		1		\$215.00			0.00			
		Week: 10/08/12	10/14/12	- TWTF - -		1		\$215.00			0.00			
E 13	KTVX	10/08/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM M-----	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1		\$200.00			0.00			
		Week: 10/15/12	10/21/12	M-----		1		\$200.00			0.00			
E 14	KTVX	10/08/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM M-----	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
THE VIEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1		\$300.00			0.00			
		Week: 10/15/12	10/21/12	M-----		1		\$300.00			0.00			
												Totals	48	\$56,030.00